

REMARKS

Claims 2, 4, 7, 9-11, 14 - 22 remain in this application, with Claims 3, 6, 12, and 13 canceled, and Claims 2, 4, 9-11, 15 and 21 amended. The Applicant respectfully requests reconsideration and review of the application as amended.

Before addressing the merits of the rejections based on prior art, the Applicant provides the following brief description of the invention. The application is directed to a method for interrupting the normal operation of a Web browser operating on a recipient computer to provide predefined content data to an Internet user. Specifically, a Web site operating in accordance with the present invention is adapted to provide a Web browser operating on a recipient computer with Web site content data (i.e., first page data) and program instructions that modify the normal operation of the Web browser. When an Internet user instructs the modified Web browser to retrieve some user-defined content data (i.e., second page data) by depressing any of the toolbar buttons such as "Back", "Forward", or "Home", the modified Web browser will provide the Internet user with predefined content data (i.e., third page data). This predefined content data (which is predefined by the Web site) is provided to the Internet user instead of, or in addition to, the user-defined content data. A Web site practicing the present invention can extend its access to an Internet user regardless of the provider of the user-defined content data. The claims are amended to clarify certain of these aspects of the invention.

The Examiner rejected Claims 2-4, 6-7, and 9-22 under 35 U.S.C. §102(e) as being anticipated by Mott et al. (U.S. Pat. No. 6,170,060). This rejection is respectfully traversed.

Mott discloses a method, apparatus, and article of manufacture for targeting a digital information playback device. A device ID and or a group ID is embedded in the

playback device. A device ID or a group ID is also embedded in a digital information file. Upon receiving the digital information file, the device ID or the group ID of the playback device is compared to that contained in the digital information file. The digital information file is then played if either the device ID or the group ID of the digital information file matches that of the playback device.

Unlike the present invention, Mott does not suggest nor disclose a method or system to direct "traffic" on a network by controlling or interacting with the recipient computer on such a network. More specifically, Mott fails to suggest or disclose a method or system to control a user's access to information by:

...operating the recipient computer under at least partial control of the additional software **to provide access to a third Internet site in response to the activation of the at least one function in the further software**, wherein said operating step further comprises transferring at least one HTML file associated with said third Internet site from the provider computer to the recipient computer, **wherein said third Internet site is different than said second Internet site.**

The above quoted language is set forth in Claim 2, with similar language in Claim 11. Similarly, Mott fails to suggest or disclose a system for controlling a user's access to information in a computer network comprising:

... a computer readable medium associated with the provider computer, containing a program for controlling the provider computer to transfer software to the recipient computer for **overriding** at least one of the selectable routines of the browser program.

The above quoted language is set forth in Claim 17. Furthermore, Mott also fails to suggest or disclose a method or system for controlling access to information on a computer network by:

... providing program instructions in a first page of the defined pages that interact with an application operating on the recipient computer, wherein the program instructions comprise the step of recognizing a user-selection event on the recipient computer while at least a portion of the first page is displayed thereon, **wherein the user selection event is performed on the application for requesting a second page of information which is not one of the defined set of pages**, and the program instructions further comprise the step of requesting a third page after said recognizing step of the program instruction, wherein the third page is one of the defined pages.

The above quoted language is set forth in Claim 19, with similar language in Claim 21.

According to Mott, the operation code segments (firmware) for the client browser 219, software player 226, mobile playback device 212 and the player configuration data for playback device 212 and software player 226 is stored on the library server 260. This operating code and player configuration data is downloaded onto the client computer to serve as player parameters of the various player devices. In contrast, in the present invention, the downloaded information specifically interacts, interrupts, or even overrides the "normal" sequence of events of the recipient computer to direct a pre-defined "traffic" of data to that recipient computer. Although, in passing, Mott does discuss the content of the World Wide Web in col. 5, lines 40-59, the Examiner is incorrect in concluding that Mott teaches a method of controlling and directing Web content within the recipient computer. Mott's reference to the World Wide Web merely mentions content available on the Web and does not suggest or disclose the trafficking of such content. Therefore, Mott does not anticipate any claim of the present application and this ground of rejection should be withdrawn.

In view of the foregoing, the Applicant respectfully submits that Claims 2, 4, 7, 9-11, 14 - 22 are in condition for allowance. Reconsideration and withdrawal of the rejections is respectfully requested, and a timely Notice of Allowability is solicited.

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If it would be helpful in placing this application in condition for allowance, the Applicant encourages the Examiner to contact the undersigned counsel and conduct a telephonic interview.

Attached hereto is a marked-up version of the changes made to the specification and claims by the current amendment. The attached page is captioned **"Version with markings to show changes made."**

While the Applicant believes that no fees are due in connection with the filing of this paper, the Commissioner is authorized to charge any shortage in the fees, including extension of time fees, to Deposit Account No. 50-0639.

Respectfully submitted,



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